At page 54 of the Substitute Specification filed October 16, 2001, lines 16-18, rewrite the paragraph as follows:

To provide a comprehensive disclosure without unduly lengthening this specification, applicants incorporate by reference the patents, applications, and publications identified above, except applications 09/292,569 and 60/082,228.

02

In the Claims:

Cancel claim 5.

1. (Amended) A promotional method comprising:

steganographically encoding an article of printed promotional material to hide plural-bit data therein, the steganographic encoding substantially spanning the article rather than being localized in one excerpt thereof, and spanning a portion of the article having a substantially non-uniform appearance;

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acquiring visible light scan data from the printed promotional material and processing same to extract the plural-bit data therefrom; and

using at least a part of the extracted plural-bit data to direct an internet web browser to a web site that provides consumer information related to a product or service promoted by the printed promotional material.

2. (Amended) A method of determining consumer response to print advertising, comprising:

steganographically encoding a first print advertisement with first plural-bit data;

steganographically encoding a second print advertisement with second plural-bit data;

decoding the first and second data when consumers present the first and second advertisements to a visible light optical sensor; and

tallying the number of decoded first and second data, respectively, to determine consumer response to the advertisements.

3. (Amended) A promotional method comprising:

presenting a steganographically-encoded object within the field of view of a visible light optical sensor device, the object being selected from the list consisting of a retail product, or packaging for a retail product, the steganographic encoding having a strength that varies across the object in accordance with local characteristics thereof, so as to aid concealment of the encoding;

cont'd

acquiring optical data corresponding to the object;

decoding plural-bit digital data from the optical data;

submitting at least some of said decoded data to a remote computer; and

determining at the remote computer whether a prize should be awarded in response to submission of said decoded data.

4. (Amended) A method of travel promotion, comprising:

steganographically encoding a travel photograph to hide plural-bit data therein, the steganographic encoding having a strength that varies across the photograph in accordance with local characteristics thereof, so as to aid concealment of the encoding;

acquiring visible light scan data from the travel photograph and processing same to extract the plural-bit data therefrom; and

using at least part of the extracted plural-bit data to direct an internet web browser to a web site that provides travel information useful to a consumer who wishes to visit the location depicted in the photograph.

5. <Canceled>

Add new claims as follows:

--6. (New) A promotional method comprising:

steganographically encoding an article of printed promotional material to hide plural-bit data therein, the steganographic encoding having a strength that varies across the article in accordance with local characteristics thereof, so as to aid concealment of the encoding;

acquiring visible light scan data from the printed promotional material and processing same to extract the plural-bit data therefrom; and

using at least a part of the extracted plural-bit data to direct an internet web browser to a web site that provides consumer information related to a product or service promoted by the printed promotional material.

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7. (New) The method of claim 1 wherein the steganographic encoding has a strength that varies across the article in accordance with local characteristics thereof, so as to aid concealment of the encoding.

8. (New) The method of claim 1 wherein the processing includes discerning an apparent rotation of the scan data from an original orientation of the encoding, and compensating therefor.

9. (New) The method of claim 8 wherein the processing includes discerning an apparent scaling of the scan data from an original scale of the encoding, and compensating therefor.

10. (New) The method of claim 1 wherein the processing includes discerning an apparent scaling of the scan data from an original scale of the encoding, and compensating therefor.

11. (New) The method of claim 2 wherein the first and second advertisements are substantially identical, except for different plural-bit data encoded therein.

12. (New) The method of claim 3 wherein the steganographic encoding substantially spans the object rather than being localized in one excerpt thereof.

13. (New) The method of claim 12 wherein the steganographic encoding spans a portion of the object having a substantially non-uniform appearance.

14. (New) The method of claim 3 wherein the steganographic encoding spans a portion of the object having a substantially non-uniform appearance.

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15. (New) The method of claim 3 wherein the decoding includes discerning an apparent rotation of the optical data from an original orientation of the encoding, and compensating therefor.

16. (New) The method of claim 15 wherein the decoding includes discerning an apparent scaling of the optical data from an original scale of the encoding, and compensating therefor.

17. (New) The method of claim 3 wherein the decoding includes discerning an apparent scaling of the optical data from an original scale of the encoding, and compensating therefor.

18. (New) The method of claim 4 wherein the steganographic encoding substantially spans the photograph rather than being localized in one excerpt thereof.

19. (New) The method of claim 18 wherein the photograph corresponds to a set of pixels, and the steganographic encoding spans a portion of pixels having substantially non-uniform values.